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|  | **Explanation 1 (Table)** | **Explanation 2 (Scatter plot)** | **Explanation 3 (Box plot)** |
| **Question 1:**  **Effectiveness** | t-value: -1.3046  p-value: 0.2212 | t-value: -0.8964  p-value: 0.3910 | t-value: 1.0320  p-value: 0.3263 |
| **Question 2:**  **Scrutability** | t-value: 1.1656  p-value: 0.2708 | t-value: 0.4892  p-value: 0.6352 | t-value: -0.2955  p-value: 0.7736 |
| **Question 3:**  **Trust** | t-value: -1.0  p-value: 0.3408 | t-value: -1.2422  p-value: 0.2424 | t-value: 0.4892  p-value: 0.6352 |
| **Question 4:**  **Satisfaction** | t-value: -1.6035  p-value: 0.1398 | t-value: -1.3219  p-value: 0.2156 | t-value: 0.5206  p-value: 0.6139 |
| **Question 5:**  **Transparency** | t-value: -2.9631  p-value: 0.0142 | t-value: -3.4641  p-value: 0.0060 | t-value: -1.2  p-value: 0.2577 |
| **Positive Movie Reviews**  **Persuasiveness** | t-value: -2.5155  p-value: 0.0306 | t-value: -2.2831  p-value: 0.0455 | t-value: 0.6367  p-value: 0.5386 |

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| Significantly Better | Better but not significantly | Identical Means | Worst but not significantly | Significantly Worst |

**T-test Results:** *Helpfulness Rating*

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|  | **Explanation 2 (Scatter plot)** | **Explanation 3 (Box plot)** |
| **Explanation 1 (Table)** | t-value: 1.9364  p-value: 0.0815 | t-value: 0.7110  p-value: 0.4932 |
| **Explanation 2 (Scatter plot)** |  | t-value: -0.5590  p-value: 0.5884 |

**T-test Results:** *Overall Rating*

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|  | **Explanation 2 (Scatter plot)** | **Explanation 3 (Box plot)** |
| **Explanation 1 (Table)** | t-value: 1.8380  p-value: 0.0959 | t-value: 1.9364  p-value: 0.0815 |
| **Explanation 2 (Scatter plot)** |  | t-value: 1.1744  p-value: 0.2674 |

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| Significantly Difference | No Significant Difference |

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|  | **No Explanation (Baseline)** | **Explanation 1 (Table)** | **Explanation 2 (Scatter plot)** | **Explanation 3 (Box plot)** |
| **Positive Movie Reviews**  **Persuasiveness** | Mean: 2.27  STD: 0.61 | Mean: 3.09  STD: 0.79 | Mean: 2.90  STD: 0.66 | Mean: 2.0  STD: 1.20 |
| **Question 1:**  **Effectiveness** | Mean: 3.63  STD: 0.88 | Mean: 4.0  STD: 0.60 | Mean: 3.90  STD: 0.79 | Mean: 3.09  STD: 1.31 |
| **Question 2:**  **Scrutability** | Mean: 2.72  STD: 1.21 | Mean: 2.27  STD: 0.96 | Mean: 2.45  STD: 0.98 | Mean: 2.90  STD: 1.37 |
| **Question 3:**  **Trust** | Mean: 3.09  STD: 1.16 | Mean: 3.45  STD: 0.98 | Mean: 3.54  STD: 0.78 | Mean: 2.81  STD: 1.33 |
| **Question 4:**  **Satisfaction** | Mean: 3.45  STD: 1.07 | Mean: 4.0  STD: 0.85 | Mean: 4.0  STD: 0.85 | Mean: 3.18  STD: 1.33 |
| **Question 5:**  **Transparency** | Mean: 2.81  STD: 0.93 | Mean: 3.90  STD: 0.51 | Mean: 3.90  STD: 0.66 | Mean: 3.36  STD: 1.29 |
| **Question 6:**  **Helpfulness** |  | Mean: 4.18  STD: 0.71 | Mean: 3.63  STD: 0.97 | Mean: 3.90  STD: 0.99 |
| **Question 7:**  **Overall Rating** |  | Mean: 4.27  STD: 0.61 | Mean: 3.81  STD: 0.57 | Mean: 3.45  STD: 0.98 |

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| Best Mean | Second Best Mean | Third Best Mean | Fourth Best Mean |